MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMR 2044 PROMOTIONAL MARKETING

(All sections / Groups)

10th Oct 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This Question paper consists of 4 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.

   Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS (50 MARKS)
INSTRUCTION: ANSWER ALL TWO QUESTIONS

An urgent instruction has been received from the Dean of Faculty of Business, MMU requesting students to design a creative print advertisement inviting students to take part in the upcoming event. This print advertisement will be placed in TM corporate monthly magazine. The details of this invitation as follow:

Ad Subject:
MMU Invention Showcase 2017

Ad Problem:
The participation of MMU's students, as inventors, has not been encouraging probably because of their exposure to innovation is so brief that most are not aware of the actual benefits they studied. A promotion campaign is needed to advertise the showcase. The showcase also needs to be repositioned. This will lead students to notice the benefits of invention and turning from subjects-based assignments to industrial-linked projects. The showcase is to create the opportunity of networking with industry players, inventors, individuals and institutions, and awareness on MMU's inventions to possible collaborators, investors or clients.

Product Characteristics
Multimedia University (MMU) will organise "MMU Invention Showcase 2017" to introduce its award-winning innovations to industries and community particularly on the trending and emerging technologies in ICT and engineering. The event will be organised by the Collaboration and Innovation Centre (CIC) and MMU Cnergy in conjunction with the University's 21th anniversary. It will be officiated by our MMU's President, Prof. Dr. Ahmad Rafi Mohamed Eshaq.

Key highlight of this event is the Knowledge Sharing Sessions by key speakers from the academia and industry with background in 3D Printing, Big Data Analytics, Engineering and IP commercialisation.

Prof. Dr. Heng Swee Huay, MMU's Vice President of R&D said, MMU has always been at the forefront of invention and research activities in the country particularly in the ICT domain since the early day of its establishment. "MMU continues to strengthen its strong culture for innovation by embarking on 'i-University' initiative since 2015."

The initiative is a comprehensive ecosystem that stimulates the generation of new ideas for entrepreneurship and innovation. Further added, higher learning institutions and universities are urged to optimise the commercialization of their research and development (R&D) and innovation due to current global economic challenge. "This is the way forward

in creating innovation ecosystem and at the same time to yield a good income for the universities, researchers as well as benefiting the community."

There are 32 award winning inventions of Engineering, ICT and Creative Multimedia displayed in the MMU Invention Showcase 2017. Outstanding top inventions in the overall category and other 7 categories will be judged by a panel of 6 expert judges, comprised of academics, innovators and entrepreneurs, who prioritised social and economic benefits other than novelty, functionality, sustainability, market readiness, contribution/distance to market as well as effective presentation in its judging criteria. Among awards to be presented are Best of the Best Project Award in Automitive Application, Agriculture, Biotech/ Health and Fitness, Disaster Management, ICT & Multimedia and Security Authentication.

Advertising Objective:
The desired result from showcase reposition is for students to believe that this is the most durable knowledge on the entire BBA program.

Target Market:
Delta's year students who are graduating from MMU, age 21-24.
These students will start their first job and need state-of-the-art invention knowledge in every aspect of gaining market intelligence.

Selling Idea:
To motivate and encourage students' participations, as inventors, for the Invention Showcase.

Media Consideration
Printed advertisement only.

QUESTION 1

You are required to design a creative printed advertisement to fulfill the advertising objective by sketching your printed advertisement on a A4-sized plain sheet.

The sketch printed advertisement must include new and inspiring messages that motivate students to respond to the advertisement and can get through all the clutters and in the same time reserve the requirements of five ad structures (promise of benefit; spelling out of benefit; amplification of story; proof of claim; and action to take).

[Total: 25 marks]

Continued...

QUESTION 2

a) Based on the printed advertisement from Question 1, identify any four (4) tangible aspects (attributes) of the advertisement that you can use to create desirable corporate image? Elaborate your answers with examples.

(12 marks)

b) Consumer and company may view the roles of corporate image differently. Discuss how corporate image serves three (3) useful roles to consumer and three (3) useful roles to company.

(13 marks)

[Total: 25 marks]

SECTION B: ESSAY QUESTIONS (50 MARKS)
INSTRUCTION: ANSWER ANY TWO (2) QUESTIONS

QUESTION 3

Following-up from Question 1 and knowing that the participation of MMU's students, as inventors, has not been encouraging probably because of their exposure to innovation is so brief that most are not aware of the actual benefits they studied. Therefore, FOB's Dean has suggested three new communication objectives and has appointed you as the advertising consultant to create a program to fulfill the three objectives;

i. Develop brand awareness
ii. Change student beliefs and attitudes
iii. Stimulate desire to participate in MMU Invention Showcase 2017

Using Hierarchy of Effect (HOE) model,

a. Draw a diagram to illustrate the three stages of HOE linking to the three objectives.

(4 Marks)

b. Discuss on how to achieve the three objectives by applying the HOE as stipulated in the diagram of (a). The explanation should follow the stages as in the diagram of (a) and each stage should provide two justifications to the objective that had been fulfilled.

(12 Marks)

c. For each objective, suggest and explain two (2) promotion mix that may help to improve its marketing efforts.

(9 Marks)

[Total: 25 marks]

Continued...

QUESTION 4

a) Do you consider your sketch printed advertisement of Question 1 effective? Discuss any four (4) principles of advertising effectiveness that you think a printed advertisement should have. Give an example of each.

(16 marks)

b) Explore any three (3) types of cognitive message strategy that can be used to deliver the key ideas in an advertisement. Give an example of each.

(9 marks)

[Total: 25 marks]

QUESTION 5

a) What roles would i) reach, ii) frequency, iii) continuity, iv) effective reach and v) frequency, play in promotion? Give an example of each.

(16 marks)

b) "Advertisers consider the number of times a person will be exposed to an ad before it creates an impact. Some agree that a single exposure while others argue it takes more than that." Discuss this statement.

(9 marks)

[Total: 25 marks]

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